## RJ REYNOLDS

TOBACCO COMPANY



S. R. MacLEOD Region Operations Mgr

150 Lawrence Bell Drive Suite #108

Williamsville, NY 14221 (716) 634-9232 Fax (716) 634-3145

August 12, 1997

RJR Account #088080 Ms. S. Marabito J. A. CALDERON CO.

### SALEM TEAR TAPE PROMOTION #701497: SEPTEMBER AND OCTOBER 1997

Dear Shelia:

SALEM .30¢ tear tape product has been ordered, as well as <u>28</u> SKUs of 40-Pack Displays (Item #530123 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. This Promotion will be delivered in two separate drive periods; September and October. Utilize the same Customer List for each drive period. New Displays will not be shipped with the October drive period (see enclosed Retailer Letter).

Display Detail / Item #530123

SKU CUBE:

0.4890

SKU WT (w/o Product):

1,4480 lbs

Retail Sales Offers per Sku:

40 units

Billing per Sku:

4 Full Price Cartons

R. J. Reynolds' sales personnel will issue .30¢/pack payment to retailers at store level. RJR will reimburse you \$14.00 per <u>live 12M</u> case for all displays packed and shipped to retail on a timely basis. This equates to \$56.00 (4 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

THE ATTACHED CUSTOMER LIST SHOULD BE RETAINED AND UTILIZED FOR OCTOBER DISTRIBUTION OF SALEM .30¢ PROMOTIONAL PRODUCT.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

#### Judy

J. Campbell

Promotional Coordinator / 1610

/ic

cc: A. Zecca

Enc. Retailer Letter

**Retail Customer List** 

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SALTAPE.OOC

# SEPTEMBER DELIVERY SALEM TEAR TAPE J. A. CALDERON CO.

## September Drive Period 709 / Promotion #701497

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

### **DISPLAY LOAD (4 CARTONS):**

1 CARTON EACH:

SALEM FULL FLAVOR

SALEM LIGHT

SALEM FULL FLAVOR 100

SALEM LIGHT 100

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR OCTOBER DRIVE PERIOD

(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)

|             | SALEM           | #/ (6M) Cases |
|-------------|-----------------|---------------|
| UPC Code    | BRAND STYLE     | @ .30¢ Off    |
| 12300-24194 | Full Flavor     | 2             |
| 12300-24196 | Light           | <u>2</u>      |
| 12300-24195 | Full Flavor 100 | <u>2</u>      |
| 12300-24197 | Light 100       | <u>2</u>      |

Product / Premium Arrival:

September 2, 1997

Ship Date to Retail:

Week of: September 8, 1997

EFT \$ Amount:

\$2,862.58

Non-EFT \$ Amount:

**\$N/A** 

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

SEPTEMBER DELIVERY

## October Drive Period 709 / Promotion #701497

PROMOTION DESCRIPTION: UTILIZE THE SEPTEMBER CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM \$3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 4-CARTON DISPLAY WHICH WAS SHIPPED WITH SEPTEMBER DRIVE PERIOD.

|             | SALEM           | #/ (6M) Cases |
|-------------|-----------------|---------------|
| UPC Code    | BRAND STYLE     | @ .30¢ Off    |
| 12300-24194 | Full Flavor     | <u>2</u>      |
| 12300-24196 | Light           | <u>2</u>      |
| 12300-24195 | Full Flavor 100 | <u>2</u>      |
| 12300-24197 | Light 100       | <u>2</u>      |

**Product Arrival:** 

October 6, 1997

(No Displays will be shipped)

Ship Date to Retail:

Week of: October 13, 1997

**EFT \$ Amount:** 

\$2,862.58

Non-EFT \$ Amount:

\$N/A

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

**OCTOBER DELIVERY** 

| SHIP ONE | (1) DISF | PLAY TO EACH RETAIL AC | COUNT FOR SEPTEMBER / | OCTOBER DRIVE PERIO | DS |         |                     |             |        |         | 1       |       |
|----------|----------|------------------------|-----------------------|---------------------|----|---------|---------------------|-------------|--------|---------|---------|-------|
|          |          |                        |                       |                     |    | VATE:   |                     | MD.         | Salono | Snom    | Salem A | salem |
| SRITERR  | ACCT.    | ALEMAN TO THE TALLS    | APPENESS:             | CANCELLA CONTRACTOR | 8  | WUSK    | ELECTRICAL SERVICES | SUPPLEMENT. | Kario, | 112 100 | Kingel  | 1 100 |
| 162602   | 268798   | BOBS GROCERY           | 1722 LAKE RD          | HAMLIN              | NY | 88080   | J. A. CALDERON CO.  | 0           | 5      | 5       | 5       | 5     |
| 162602   | 539162   | STOP N SHOP            | 692 MANITOU RD        | HILTON              | NY | 88080   | J. A. CALDERON CO.  | 0           | 4      | 4       | 4       | 4     |
| 162602   | 679258   | TUBBY'S DELIRAUNT      | 1097 LONG POND RD     | ROCHESTER           | NY | 88080   | J. A. CALDERON CO.  | o           | 1      | 1       | 1       | 1     |
| 162602   | 684550   | RITESIDE MINI MIKT     | 2709 CHILI AVE        | ROCHESTER           | NY | 88080   | J. A. CALDERON CO.  | O           | 1      | 1       | 1       | 1     |
| 162602   | 764134   | N SIDE SER CENTER      | 4118 LAKE RD N        | BROCKPORT           | NY | 88080   | J. A. CALDERON CO.  | 0           | 4      | 4       | 4       | 4     |
| 162604   | 268721   | NICKS SUPER STORE      | 460 MONROE AVE        | ROCHESTER           | NY | 88080   | J. A. CALDERON CO.  | 0           | 3      | 3       | 3       | 3     |
| 162604   | 268724   | BI RITE MKT            | 3289 E RIVER RD       | ROCHESTER           | NY | 88080   | J. A. CALDERON CO.  | 0           | 1      | 1       | 1       | 1     |
| 162604   | 268755   | M&T GROCERIES          | 1070 STONE RD         | ROCHESTER           | NY | 88080   | J. A. CALDERON CO.  | 0           | 1      | 1       | 1       | 1     |
| 162604   | 268763   | MCCALL MINI MART       | 90 MCCALL RD          | ROCHESTER           | NY | 88080   | J. A. CALDERON CO.  | 0           | 3      | 3       | 3       | 3     |
| 162604   | 268815   | MAALI'S MARKET         | 587 MAPLE ST          | ROCHESTER           | NY | 88080   | J. A. CALDERON CO.  | 0           | 3      | 3       | 3       | 3     |
| 162604   | 269157   | WORLD WIDE NEWS        | 100 SAINT PAUL ST     | ROCHESTER           | NY | 88080   | J. A. CALDERON CO.  | 0           | 4      | 4       | 4       | 4     |
| 162604   | 415991   | REFINERS               | 417 MONROE AVE        | ROCHESTER           | NY | 88080   | J. A. CALDERON CO.  | 0           | 1      | 1       | 1       | 1     |
| 162604   | 481368   | EL'S DELIC             | 1548 DEWEY AVE        | ROCHESTER           | NY | 88080   | J. A. CALDERON CO.  | 0           | 4      | 4       | 4       | 4     |
| 162604   | 505050   | DON SCOTT AUTO MART    | 3290 ATLANTIC AVE     | PENFIELD            | NY | 88080   | J. A. CALDERON CO.  | 0           | 1      | 1       | 1       | 1     |
| 162604   | 510617   | HIGHLAND MINI MARKET   | 834 SOUTH AVE         | ROCHESTER           | NY | 88080   | J. A. CALDERON CO.  | 0           | 2      | 2       | 2       | 2     |
| 162604   | 524833   | SCHOENHART MOBILIF     | 2175 PENFIELD RD      | PENFIELD            | NY | 88080   | J. A. CALDERON CO.  | 0           | 3      | 3       | 3       | 3     |
| 162604   | 549096   | STOP N SHOP MOBIL/F    | 2044 LATTA RD         | ROCHESTER           | NY | 88080   | J. A. CALDERON CO.  | 0           | 4      | 4       | 4       | 4     |
| 162604   | 559196   | HENRY'S MINI MT.       | 519 MERCHANTS RD      | ROCHESTER           | NY | 88080   | J. A. CALDERON CO.  | 0           | 2      | 2       | 2       | 2     |
| 162604   | 651384   | ABURASS MINI MARKET    | 495 SOUTH AVENUE      | ROCHESTER           | NY | 88080   | J. A. CALDERON CO.  | 0           | 2      | 2       | 2       | _ 2   |
| 162604   | 652088   | JOE'S DELI & FOOD MT   | 1306 1038 DEWEY AVE   | ROCHESTER           | NY | 88080   | J. A. CALDERON CO.  | 0           | 1      | 1       | 1       | 1     |
| 162604   | 660682   | JUST FOR TODAY         | 25 FRANKLIN ST        | ROCHESTER           | NY | 88080   | J. A. CALDERON CO.  | 0           | 1      | 1       | 1       | 1     |
| 162604   | 705968   | 295 STONEWOOD INC      | STONEWOOD DELI        | ROCHESTER           | NY | 88080   | J. A. CALDERON CO.  | 0           | 1      | 1       | 1       | . 1   |
| 162604   | 716294   | FT UNITED MARKET       | 645 CULVER RD         | ROCHESTER           | NY | 88080   | J. A. CALDERON CO.  | 0           | 1      | 1       | 1       | 1     |
| 162604   | 728375   | S&F MINI MART          | 642 MONROE AVE # 644  | ROCHESTER           | NY | 88080   | J. A. CALDERON CO.  | o           | 1      | 1       | 1       | 1     |
| 162604   | 743983   | RANI MART              | 1416 CULVER RD        | ROCHESTER           | NY | 88080   | J. A. CALDERON CO.  | 0           | 1      | 1       | 1       | 1     |
| 162604   | 750449   | S D MINI MART          | 3910 LAKE AVE         | ROCHESTER           | NY | 88080   | J. A. CALDERON CO.  | 0           | 1      | 1       | 1       | 1     |
| 162605   | 503226   | FAIRPORT MOBIL MARTE   | 110 S MAIN ST         | FAIRPORT            | NY | 88080   | J. A. CALDERON CO.  | 0           | 3      | 3       | 3       | 3     |
| 162605   | 722996   | JW MALCHO ENTERPRISE   | DBA THE STATION       | MACEDON             | NY | 88080   | J. A. CALDERON CO.  | 0           | 1      | 1       | 1       | 1     |
|          |          |                        |                       |                     |    | 88080 T | otal                |             | 60     | 60      | 60      | 60    |





To All RJR Retail Partners

## RETAILER LETTER

# SALEME 30¢ OFF / PACK \$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH SALEM PROMOTIONS FOR SEPTEMBER AND OCTOBER 1997.
- Your wholesaler will ship .30¢ Off/ Pack and \$3.00 Off/ Carton PROMOTED PRODUCT ON A MONTHLY BASIS THROUGH YEAR END 1997.
   This promoted product is to be placed into the 40-Pack Display.
- R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ PER PACK PAYMENT FOR THIS PRODUCT AT STORE LEVEL.

As always, Thank you for your assistance in the Marketing of our products. If you have any questions regarding this shipment please contact your RJR representative.

ROU #1610

ACCOUNT NUMBER: 088080

J. A. CALDERON CO.

VOUCHER NUMBER: 15371034 09/23/97

1467 MAIN ST E

DATE WRITTEN:

ROCHESTER , NY 14609

STATUS: PAID

AMOUNT PAID:

56.00 /

SEND CHECK TO: PAYEE

DESCRIPTION

UNITS

TRUOMA

'97 VAP PK & SHP

4.00

56.00

EXPLANATION: SALEM TEAR TAPE #701497: SEPTEMBER/OCTOBER/ANTHONY ZECCA